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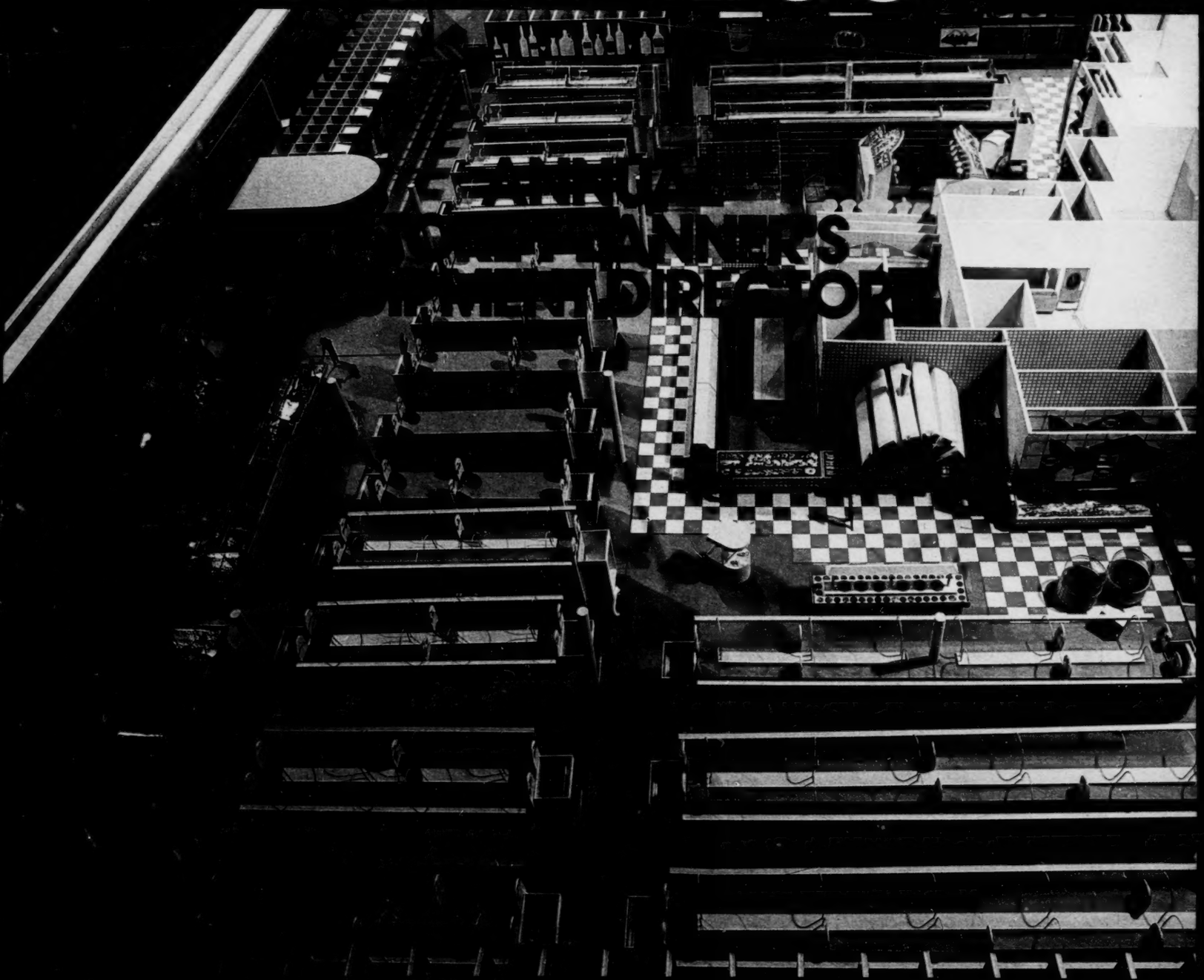

STORE EQUIPMENT TODAY:

BUILDING BLOCKS OF THE MARKETING CONCEPT

*A&P Futurestore
*Bigg's Hypermarket

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STORE EQUIPMENT TODAY: BUILDING BLOCKS OF THE MARKETING CONCEPT
The emphasis in store design has shifted. Today, with fewer, but bigger stores, there is a far higher stake in each. This means that a growing premium is placed on the equipment supplier's responsiveness to the individual needs of the operator. Equipment must be flexible, efficient and exciting. And, in a move unheard of just a few years ago, equipment must have planned obsolescence, as supermarket operators must quickly move to meet rapid marketing shifts.

PAGE 28

UNCOMMON EQUIPMENT HELPS SET HYPERMARKET APART
Can the hypermarket rise again in the United States? Cincinnati's Bigg's store, styled after the European hypermarkets, may have a tough row to hoe, given the nature and number of its competitors. But the store is very well merchandised, thanks in large part to specially imported equipment.

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REPOSITIONING IN BLACK AND WHITE AT THE NEW A&P FUTURESTORE
A&P is making a great break with tradition in its striking prototype A&P Futurestore. This black and white, boldly designed store emphasizes product more than ever. And A&P hopes customers will find the Futurestore not only elegant, but more "useful" than other supermarkets.

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ANNUAL STORE PLANNERS' EQUIPMENT DIRECTORY
Here is a listing, greatly expanded this year, of the major equipment suppliers to the industry.

FACING PAGE 56
NONFOODS BUSINESS*

BUSINESS BOOMING IN BABY NEEDS FROM THE 'SECOND' BABY BOOM
Supermarkets are having a new success in the nonfoods baby needs department. The key to profitability: as broad a selection as possible and new products—all with price levels that stay within the traditional supermarket boundaries.

ALSO IN NONFOODS BUSINESS:
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SAMI UPDATE
*IN SELECTED EDITIONS ONLY

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CHECKOUT: TRY A BIVALVE GIVEAWAY—IT WORKS!
At an Albertson's store in Washington, customers can gamble on the weight of their selection of clams, from a bulk display. If they're correct to the nearest ounce—they win the clams. This frequent promotion pushes sales at the meat department way up, and gives shoppers a chance to take a chance—without losing.

OTHER FEATURES AND COLUMNS

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SAMI
UPDATE:

Summer's End Yields Mixed HBA Results

BY ALAN MILLER, JR.

The strong growth of health and beauty aids in food stores recorded in the 1983 summer months has proven to be a tough act to follow in comparable 1984 SAMI reporting periods. This review will assess the major trends recorded in the periods ending August 17 and September 14. Last year, total unit sales of all HBA categories tracked by SAMI combined increased 4.5 percent in the August period and 2.5 percent in September. This year, the rate of gain was 0.7 percent for the period ending August 17 and 1.6 percent for September 14, 1984.

In the August period, unit volume in four of the eight product groups enjoyed gains vis-à-vis the corresponding year ago period, and four suffered losses. The highest rate of gain was 6.2 percent found among proprietary remedies, while the highest loss rate was 5.6 percent for oral hygiene items. At the category level of measurement, there were 23 with plus volume and 27 with negative four-week trends.

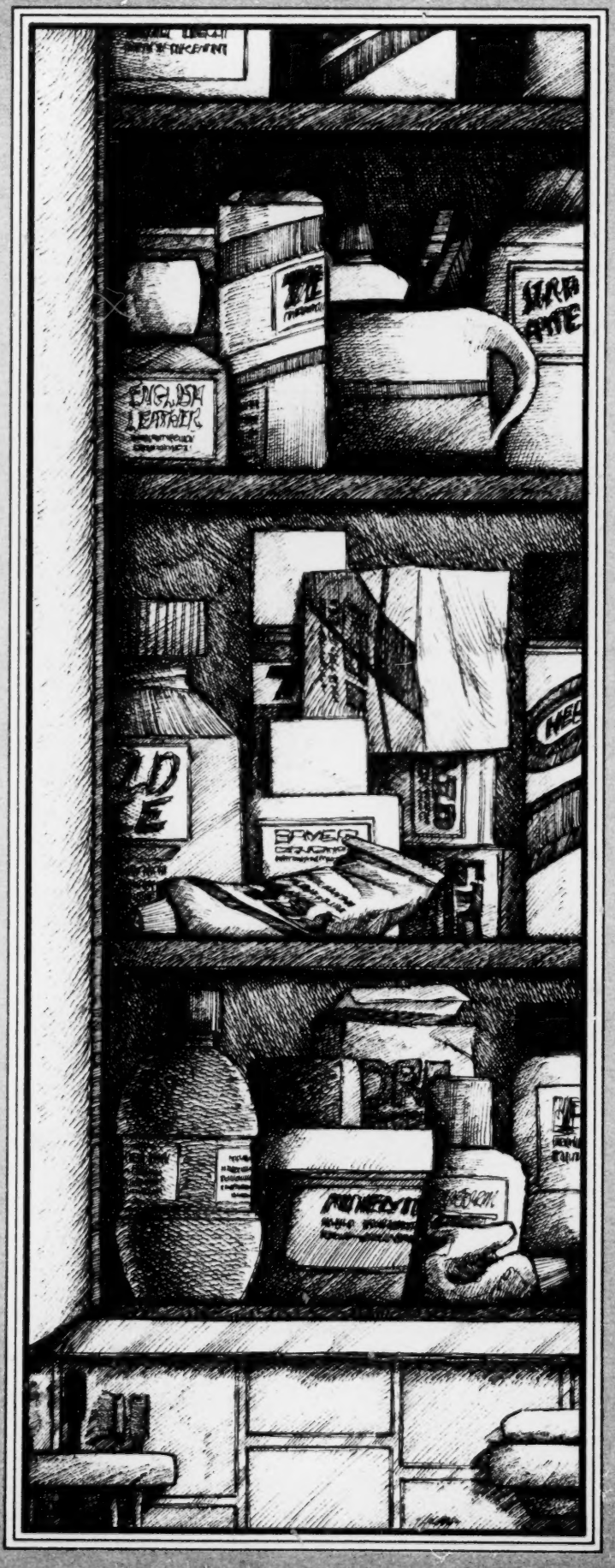
In the September period, there were three product groups with gains and five with losses. The strongest positive trend was 12.1 percent in the case of hair care needs, while the highest loss rate was the 7.7 percent decline in food store unit volume among shaving needs. Twenty-one product categories registered volume gains, as compared with 28 with losses and one (feminine douches) with no change in volume for the four-week period. New mousse products for the hair accounted for a mighty leap of 439 percent in the hair setting needs category as of mid-September. Major gains were also recorded in the shampoo, cold tablet, eye care product and suntan oil and lotion categories. Double-digit loss rates surfaced among cream deodorants, deodorant and talcum powders, feminine hygiene deodorants, home permanent kits, vitamins and razor sets.

Baby business

Moving from product group to product group, and starting with baby needs, we see that only one of the four categories measured by SAMI showed a gain for either of the two late summer reporting periods. Nursing supplies advanced 0.4 percent in August and 4.6 percent in September. In both periods, baby powders exhibited the weakest trend with a loss of 8.9 percent in August followed by the 5.5 percent drop that occurred in the September reporting period. Also in the losing column in both periods were baby oils, cream and lotions and infant clothes.

The deodorant product group, which encompasses eight product categories, achieved a gain of 3.4 percent in the August period, but had a loss of 7,000 units or less than one-tenth of a percent in the period ending in mid-September. There were losses in excess of 10 percent in each period among cream deodorants, deodorant and talcum powder and feminine hygiene deodorants. Spray deodorants had a small gain in August, but in September volume fell 4.2 percent. Roll-ons advanced 13.5 percent during the August period, but the gain rate receded to 1.8 percent a month later. Stick deodorants and pads movement increased 2.5 percent and 5.4 percent, respectively, by period.

The hair care product group has shown good performance overall in both reporting periods. Because of the growth of the mousse products and a firm showing for shampoos (+13.6 percent) and hair sprays (+8.7 percent) in September, the rate of growth for the product group as a whole rose from 3.2 percent to 12.1 percent. The high-volume hair



SAMI

conditioning rinse category moved from a 2.1 percent loss to a 5.5 percent gain between periods, while hair dressing needs proceeded in the opposite direction from a minor gain of 0.2 percent in August to a small 1.8 percent loss in September.

Teething problems

At first glance, the toothpaste category appears to be a disaster area with consecutive losses of 10.2 percent in August and 8.1 percent as of mid-September. However, looking back to the corresponding year ago periods, it becomes obvious that it is not that this year is so bad, but that last year was so good. For three months last summer, promotions and deals were successful in expanding not only the leading brand, Crest, but also the entire category. Now the stage is set for major contenders in this category to pump things up now that Check-Up, launched by the upstart Minnetonka, has done the priming. Mouth washes have been showing unit volume gains in the two-to-three percent range, while breath fresheners are showing a higher rate of vitality but on a much smaller volume base. Denture adhesives are stealing the thunder from denture cleaners. Richardson-Vicks' Secure has become a leading contender in the denture adhesive category. Toothbrushes have shown sales improvement in both periods, with gains of 4.7 percent and 2.4 percent recorded.

Between the August and September periods some of the momentum was lost in the proprietary remedy product group, with the overall gain rate slipping from 6.2 percent to 3.7 percent. The high volume cold tablet category, however, enjoyed brisk sales, rising 10.3 percent in August and 13.3 percent in September. To a large extent, the gains have been coming from the proprietary entries of the primarily ethical drug companies such as Burroughs Wellcome and Schering-Plough. New products have helped to expand the internal analgesic category, and, eye care products can be counted on to provide a high rate of growth as contact lens items proliferate. During the periods under study, the rates of gain were 24.1 percent and 20.0 percent. Appetite suppressant sales were down 3.4 percent in August but ahead 1.4 percent in September.

A nick in sales

The shaving needs product group shows no bright spots at the category level of measurement. Shaving cream volume showed losses of 5.6 percent and 6.8 percent, but some of this decline can be attributed to consumers stocking up on two-for-one deal merchandise earlier in the year. Unit volume of razor blades showed drops of 4.0 percent and 8.1 percent, while razor sets, with smaller units sales, drifted lower 11.0 percent and 12.1 percent for August and September, respectively. To round out the negative trend emphasis in this product group, there was downward movement in both the pre-shave and after-shave lotion categories.

Although there were minus trends in four out of five categories of skin care aids in August and three out of five in September, as of mid-month, the overall trend picture looked promising. The one category with consecutive periods of gain was suntan lotion-suntan oil, where gains of 17.7 percent and 19.4 percent were registered. The other bright spot is among hand and body creams and lotions where a loss rate of two percent in August was followed by a gain of 8.5 percent as of September.

However, the loss situation worsened in the cosmetic and medicated skin care aids category from −2.9 percent to −6.9 percent. The net of these changes is a reduction of the loss rate for the skin care aids product group from 4.8 percent in August to one percent in the period ending September 14.

Our October and November, 1984 reporting periods will be trended against HBA all-category growth rates of 4.3 percent and 5.1 percent in the corresponding year ago periods. As noted by SAMI and other sources of new product tracking, 1984 HBA launchings are trailing the 1983 rates, especially for new innovative products that tend to expand category volume rather than simply cannibalize the sales of existing brands. ■

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 7/20/84	4 WEEKS ENDING 8/17/84	4 WEEKS ENDING 9/14/84
BABY NEEDS	**+ 1.0%**	**− 2.9**	**− 0.6%**
Baby Powders	+ 2.3	− 8.9	− 5.5
Baby Oils, Creams & Lotions	− 0.7	− 2.1	− 2.3
Infant Clothes	+ 3.5	− 4.4	− 2.4
Nursing Supplies	+ 1.5	+ 0.4	+ 4.6
DEODORANTS	**+ 2.0%**	**+ 3.4%**	**± 0.0%**
Sprays	− 4.2	+ 0.1	− 4.2
Roll-On	+ 12.2	+ 13.5	+ 1.8
Stick Deodorants & Pads	+ 0.9	+ 2.5	+ 5.4
Creams	− 15.1	− 11.9	− 12.5
Deodorants & Talcum Powders	− 3.1	− 13.0	− 14.3
Feminine Hygiene Deodorants	− 20.2	− 15.0	− 11.3
Foot Deodorants & Athlete's Foot Remedies	+ 5.2	+ 0.5	− 0.5
Feminine Douches	+ 4.5	+ 2.2	± 0.0
FIRST AID	**+ 2.2%**	**+ 1.2%**	**+ 0.3%**
Antiseptics	+ 2.3	+ 7.4	− 0.7
First Aid Products	+ 2.1	− 0.7	+ 0.6
HAIR CARE NEEDS	**+ 2.8%**	**+ 3.2%**	**+ 12.1%**
Shampoos	− 1.3	+ 0.6	+ 13.6
Hair Sprays	+ 7.7	+ 5.4	+ 8.7
Hair Conditioning Rinses	± 0.0	− 2.1	+ 5.5
Hair Setting Needs	+ 365.1	+ 449.5	+ 439.3
Home Permanent Kits	− 0.7	− 2.7	− 16.4
Hair Coloring	− 1.0	− 6.8	− 5.7
Hair Dressing Needs	+ 1.1	− 0.2	− 1.8
ORAL HYGIENE	**+ 13.9%**	**− 5.6%**	**− 4.5%**
Toothpastes & Powders	− 21.3	− 10.2	− 8.1
Mouthwashes	+ 4.9	+ 2.7	+ 2.1
Breath Fresheners	+ 7.7	+ 8.5	+ 9.6
Denture Cleaners	− 7.3	− 10.6	− 8.4
Denture Adhesives	+ 11.6	+ 11.7	+ 7.8
Toothbrushes	− 0.4	+ 4.7	+ 2.4
PROPRIETARY REMEDIES	**+ 5.6%**	**+ 6.2%**	**+ 3.7%**
Antacids	+ 1.9	+ 4.2	+ 2.7
Internal Analgesics	+ 9.8	+ 13.4	+ 6.9
External Analgesics	+ 6.3	− 0.3	+ 0.3
Cold Tablets	+ 5.6	+ 10.3	+ 13.3
Nasal Sprays—Drops—Inhalers	− 4.6	− 4.3	− 0.3
Chest Rubs	+ 0.4	+ 2.2	− 0.4
Cough Remedies	+ 3.8	− 5.1	− 0.8
Laxatives	− 2.0	+ 0.2	− 2.1
Sleeping Aids	+ 10.2	+ 9.9	+ 10.4
Tranquilizers	− 14.6	− 16.0	− 19.9
Vitamins	− 5.0	− 1.2	− 12.4
Eye Care Products	+ 22.8	+ 24.1	+ 20.0
Appetite Suppressants	+ 9.4	− 3.4	+ 1.4
SHAVING NEEDS	**− 5.2%**	**− 4.4%**	**− 7.7%**
Shaving Creams	− 8.7	− 5.6	− 6.8
Pre-Shave Lotions	− 6.3	− 4.3	− 5.6
After-Shave Lotions	+ 2.4	− 2.9	− 7.0
Razor Blades	− 4.5	− 4.0	− 8.1
Razors & Blades	− 6.9	− 11.0	− 12.1
SKIN CARE AIDS	**− 2.1%**	**− 4.8%**	**− 1.0%**
Hand & Body Creams & Lotions	+ 0.5	− 2.0	+ 8.3
Facial Preparations	− 11.4	− 14.2	− 7.9
Lip Care Products	− 8.6	− 11.0	− 4.0
Suntan Lotions & Oils	+ 3.2	+ 17.7	+ 19.4
Cosmetic & Medicated Skin Aids	+ 1.9	− 2.9	− 6.9
TOTAL ALL CATEGORIES	**− 1.4%**	**+ 0.7%**	**+ 1.6%**